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STATEMENT UNDER 37 CFR 3.73(B)

Applicant / Patent Owner: CLARIA INNOVATIONS, LLC

Docket No. 4001-0506

Application No. / Patent No. 7,181,488

Filed / Issued Date: 02/20/2007

Confirmation No. 8375

Entitled: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PRESENTING INFORMATION TO A USER UTILIZING HISTORICAL INFORMATION

Assignee: **CLARIA INNOVATIONS, LLC**

A corporation

(Name of assignee)

(Type of Assignee: corporation, partnership, university, government agency, etc.)

States that it is the assignee of the entire right, title, and interest; in the patent application identified above by virtue of a chain of title from the inventor(s), of the patent application identified above, to the current assignee shown below:

1.	From: <u>INVENTORS</u> To: <u>GATOR.COM</u> The document was recorded in the United States Patent and Trademark Office at Reel <u>012580</u> Frame <u>0990</u> , or for which a copy thereof is attached.
2.	From: <u>GATOR.COM</u> To: <u>CLARIA CORPORATION</u> The document was recorded in the United States Patent and Trademark Office at Reel <u>015254</u> Frame <u>0548</u> , or for which a copy thereof is attached.
3.	From: <u>CLARIA CORPORATION</u> To: <u>JELLYCLOUD, INC.</u> The document was recorded in the United States Patent and Trademark Office at Reel <u>024906</u> Frame <u>0826</u> , or for which a copy thereof is attached.
4.	From: <u>JELLYCLOUD, INC.</u> To: <u>JELLYCLOUD (ASSIGNMENT FOR THE BENEFIT OF CREDITORS), LLC</u> The document was recorded in the United States Patent and Trademark Office at Reel <u>024915</u> Frame <u>0414</u> , or for which a copy thereof is attached.
5.	From: <u>JELLYCLOUD (ASSIGNMENT FOR THE BENEFIT OF CREDITORS), LLC</u> To: <u>CLARIA INNOVATIONS, LLC</u> The document was recorded in the United States Patent and Trademark Office at Reel <u>024927</u> Frame <u>0001</u> , or for which a copy thereof is attached.

- ☐ Additional documents in the chain of title are listed on a supplemental sheet.
☐ Copies of assignments or other documents in the chain of title are attached.

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[Note: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature

Brian Siritzky

Printed or Typed Name

June 1, 2011

Date

Attorney (Reg. No. 37,497)

Title



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

POWER OF ATTORNEY,
CORRESPONDENCE ADDRESS
AND REVOCATION OF PRIOR POWERS

Hon. Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Revocation: I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

Power of Attorney: I hereby appoint the practitioners associated with customer number 91944, individually and collectively, as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).


I authorize Brian Siritzky and Davidson Berquist Jackson & Gowdey, LLP to delete names/numbers of persons no longer with the Firm and to act and rely on instructions from and communicate directly with the entity who first sent this case to them and by whom I hereby declare that I have consented after full disclosure to be represented unless/until I instruct Brian Siritzky or Davidson Berquist Jackson & Gowdey, LLP in writing to the contrary.

Correspondence Address: Please recognize or change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to the address associated with Customer Number 91944.

Assignee Name and Address:

Claria Innovations LLC
15260 Ventura Blvd., 20th Floor
Sherman Oaks, CA 91403

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record			
The individual whose signature and title is supplied below is authorized to act on behalf of the assignee			
Signature		Date	January 31, 2011
Name	Murray Markiles	Telephone	(818) 444-4414
Title	Eurocapital Business Development as Manager of Claria Innovations LLC		